

AMENDMENT

~~Listing of Claims~~

~~Please amend the claims as follows:~~

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- b1
19. (Previously Presented) A removable moving media, comprising:  
a source content;  
a removable content disposed within the source content for providing  
a virtual product location; and  
a communication assembly in communication with a virtual product  
source, the communication assembly providing access to the  
source content and the removable content,  
wherein the communication assembly allows the virtual product source to  
place a virtual product within the removable moving media  
through utilization of the removable content disposed within the  
source content.
20. (Previously Presented) The removable moving media of claim 19, wherein  
the virtual product source is at least one of a network, a website on a  
network, and a peripheral computing system.
21. (Previously Presented) The removable moving media of claim 20, wherein  
the virtual product source updates the virtual product location on the  
removable content within the source content.
22. (Previously Presented) The removable moving media of claim 19,  
wherein the source content is a video game.
23. (Currently Amended) The removable moving media of claim ~~22~~ 19,  
wherein the source content is at least one of a streaming video, a film, a  
video stream, and a video file format.

24. (Currently Amended) The removable moving media of claim ~~23~~ 19, wherein the source content is a digital source content.
25. (Previously Presented) The removable moving media of claim 19, wherein the virtual product is placed within the removable moving media through at least one of a paint, a montage, an animation, and an instantiation process.
26. (Previously Presented) A method for placement of a virtual product in a moving media, comprising:  
selecting an original source media including a removable content, the removable content providing a virtual product location;  
receiving a virtual product content from a peripheral virtual product source;  
editing the original source media;  
inserting the virtual product content in the virtual product location of the original source media.
27. (Previously Presented) The method of claim 26, wherein the original source media is a video game.
28. (Currently Amended) The method of claim ~~27~~ 26, wherein the original source media is at least one of a streaming video, a film, a video stream, and a video file format.
29. (Previously Presented) The method of claim 26, wherein the receiving of the virtual product content from a peripheral virtual product source further comprises the step of receiving the peripheral virtual product source from at least one of a network, a website on a network, and a peripheral computing system.

30. (Currently Amended) ~~t~~The method of claim 29, wherein the virtual product content is updated by the peripheral virtual product source.
31. (Previously Presented) The method of claim 26, wherein the editing of the original source media further comprises the step of digitizing the original source media.
32. (Previously Presented) The method of claim 26, wherein the inserting of the virtual product content occurs through at least one of a paint, a montage, an animation, and an instantiation processes.
33. (Previously Presented) A system for placing virtual products within a moving media, comprising:  
an original moving media content source including a removable content,  
the removable content providing a virtual product location;  
a network in communication with the original moving media content source, the network providing a virtual product source; and  
a virtual product disposed within the virtual product source, the virtual product being enabled for placement in the virtual product location of the removable content,  
wherein the virtual product is downloaded from the network and placed on the moving media in the virtual product location.
34. (Previously Presented) The system of claim 33, wherein the network includes at least one of a website on a network and a peripheral computing system.
35. (Previously Presented) The system of claim 33, wherein the virtual product source updates the virtual product location on the removable content within the original moving media content source.

36. (Previously Presented) The system of claim 33, wherein the original moving media content source is a video game.
37. (Currently Amended) The system of claim 36 33, wherein the original moving media content source is at least one of a streaming video, a film, a video stream, and a video file format.
38. (Currently Amended) The system of claim 37 33, wherein the original moving media content source is a digital source content.
39. (Previously Presented) The system of claim 33, wherein the virtual product is placed within the virtual product location through at least one of a paint, a montage, an animation, and an instantiation process.

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[Please add the following claims:]

55. (New) A digital source content disposed on a streaming video, comprising:

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- a source content including a motion picture;
- a removable content disposed within the source content for providing a virtual product location; and
- a communication assembly in communication with a virtual product source, the communication assembly providing access to the source content and the removable content,

wherein the communication assembly allows the virtual product source to place a virtual product within the removable moving media through utilization of the removable content disposed within the source content.

56. (New) A digital source content disposed on a digital video disk (DVD), comprising:

- a source content including a motion picture;

a removable content disposed within the source content for providing  
a virtual product location; and  
a communication assembly in communication with a virtual product  
source, the communication assembly providing access to the  
source content and the removable content,  
wherein the communication assembly allows the virtual product source to  
place a virtual product within the removable moving media  
through utilization of the removable content disposed within the  
source content.

- b2
- 57. (New) The removable moving media of claim 19, wherein the virtual product is a commercial item associated with a brand identity.
  - 58. (New) The removable moving media of claim 57, wherein the commercial item comprises packaging containing a consumable product.
  - 59. (New) The removable moving media of claim 58, wherein the commercial item is a can of beer.
  - 60. (New) The removable moving media of claim 26, wherein the virtual product content is a commercial item associated with a brand identity.
  - 61. (New) The removable moving media of claim 60, wherein the commercial item comprises packaging containing a consumable product.
  - 62. (New) The removable moving media of claim 33, wherein the virtual product is a commercial item associated with a brand identity.
  - 63. (New) The removable moving media of claim 62, wherein the commercial item comprises packaging containing a consumable product.

64. (New) The digital source content of claim 55, wherein the virtual product is a commercial item associated with a brand identity.

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65. (New) The digital source content of claim 64, wherein the commercial item comprises packaging containing a consumable product.

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